

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
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September 22, 1997

RJR Account #088080

Ms. S. Marabito

J. A. CALDERON CO.

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Shelia:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 90 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-24488	<u>6</u>
<i>Light Men 100</i>	12300-24492	<u>6</u>
<i>Light 100</i>	12300-24489	<u>6</u>
<i>FF 100</i>	12300-24490	<u>3</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE:

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$3,280.29

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B2G1F

J. A. CALDERON CO.

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*
LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$102.90 (7.35 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

V-B2G1F.DOC

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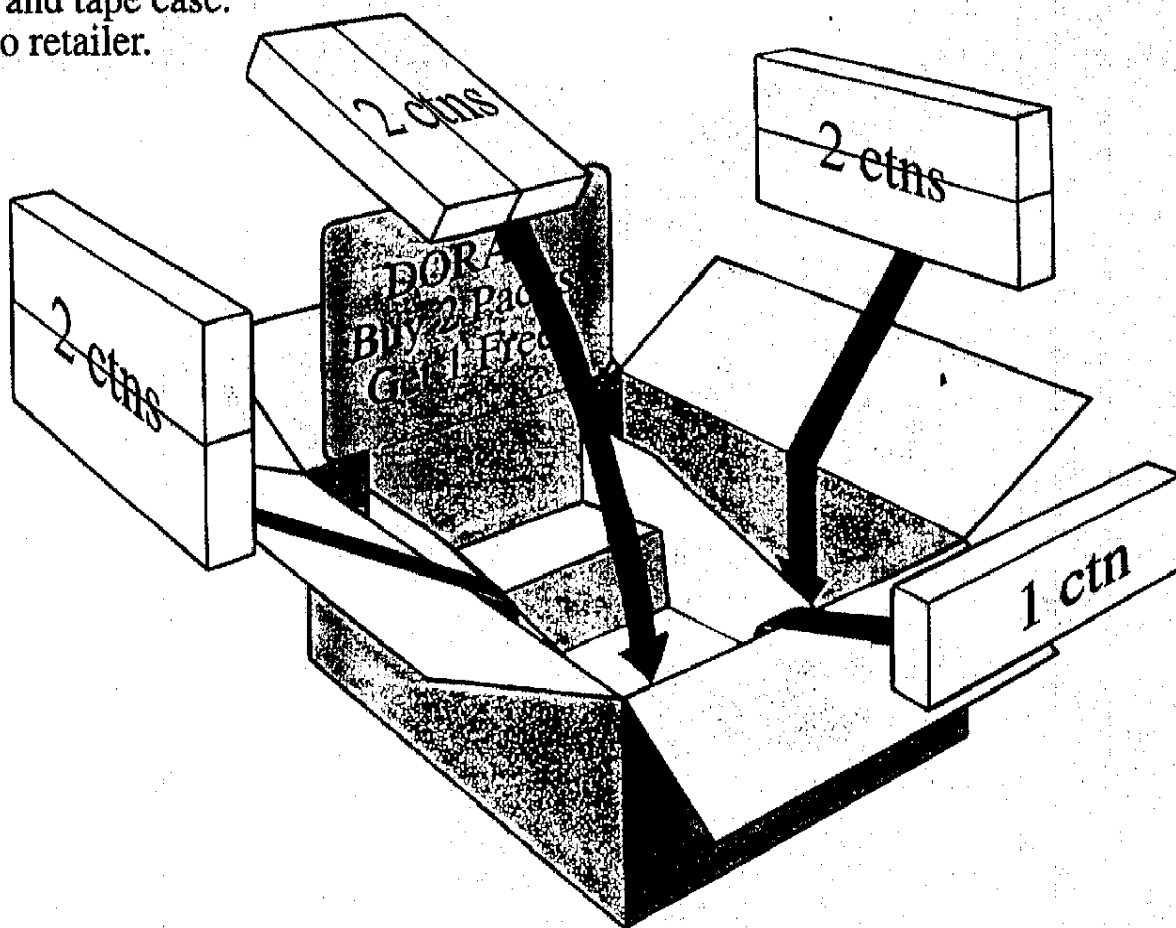
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	<i>LIGHT</i>	<i>LT MEN 100</i>	<i>LIGHT 100</i>	<i>FF 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

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WHOLESALE : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 701647 71100 DOR B2G1F NOV
 TEMPLATE SEQ : 0019
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	2				(716)227-0120
162602	162621	684550	UTESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	2				(716)426-2151
162602	162225	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	FERRY	NY	14530	1		1149-0000		(716)237-0050
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	2	NYS			(716)450-1770
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	2	NYS			(716)392-5080
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS	0990-0000		(716)426-5140
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	NYS			(716)964-2430
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	2	NYS			(716)637-9893
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2				(716)271-1390
162604	162630	268755	MAT GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	2				(716)663-4232
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716)454-0515
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	2				(716)254-4540
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	2				(716)663-3059
162604	162630	657232	MATHIAS PATRAWALA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1		0362-0102		(716)654-6497
162604	162630	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	2				(716)346-5222
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	5				(716)663-8110
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	2				(716)482-7547
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	2				(716)274-4850
162604		728375	S&P MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	2				(716)288-2540
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	2				(716)266-5284
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716)254-4910
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	2				(716)546-7140
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	2				(716)461-4497
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	2				(716)377-5689
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2				(716)328-8770
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	2				(716)663-4353
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTI RD	ROCHESTER	NY	14612	2	NYS			(716)482-7920
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	2	NYS			(716)244-6310
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	2	NYS			(716)377-0631
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	2	NYS			(716)227-2157
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000		(716)663-3970
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	2	NYS			(716)235-2269
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	2	NYS			(315)483-0943
162605	162620	578794	DOLLAR&MORE STORE	MAIN STREET	SODUS	NY	14551	5		1149-0000		(315)946-9601
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	5		1149-0000		(315)589-3093
162605	162620	679346	DOLLAR & MORE	6144 STATE ROUTE	WILLIAMSON	NY	14589	5		1149-0000		(315)986-5600
162605		722996	JW MALCHO ENTERPRIS	DBA THE STATION	MACEDON	NY	14502	2				(315)789-0680
162605	162232	724735	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	4				(716)223-7645
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	2	NYS			

PAGE BREAK TOTAL ACCOUNTS 39 TOTAL QUANTITY 87

TEMPLATE TOTAL ACCOUNTS 39 TOTAL QUANTITY 87

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

11/05/97

ACCOUNT NUMBER: 088080
VOUCHER NUMBER: 15377463
DATE WRITTEN: 11/05/97
STATUS: PAID
AMOUNT PAID: 102.90

J. A. CALDERON CO.
1467 MAIN ST E
ROCHESTER , NY 14609
SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	7.35	102.90

EXPLANATION: NOV DOR B2G1F 701647 AZ

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